

# Mapfluence for Marketo

## Integration Guide

*Version 1.0*

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## Welcome to Mapfluence for Marketo!

Using Marketo webhooks to access the Mapfluence REST API, integration should take about 15-20 minutes.

**Step 1:** Use the Mapfluence [on-demand data catalog](#) to find the indicators you wish to use for lead enhancement. Indicators have unique names found on the bottom of every category page of the data catalog. Alternatively, select a pre-configured industry solution from your configuration page.

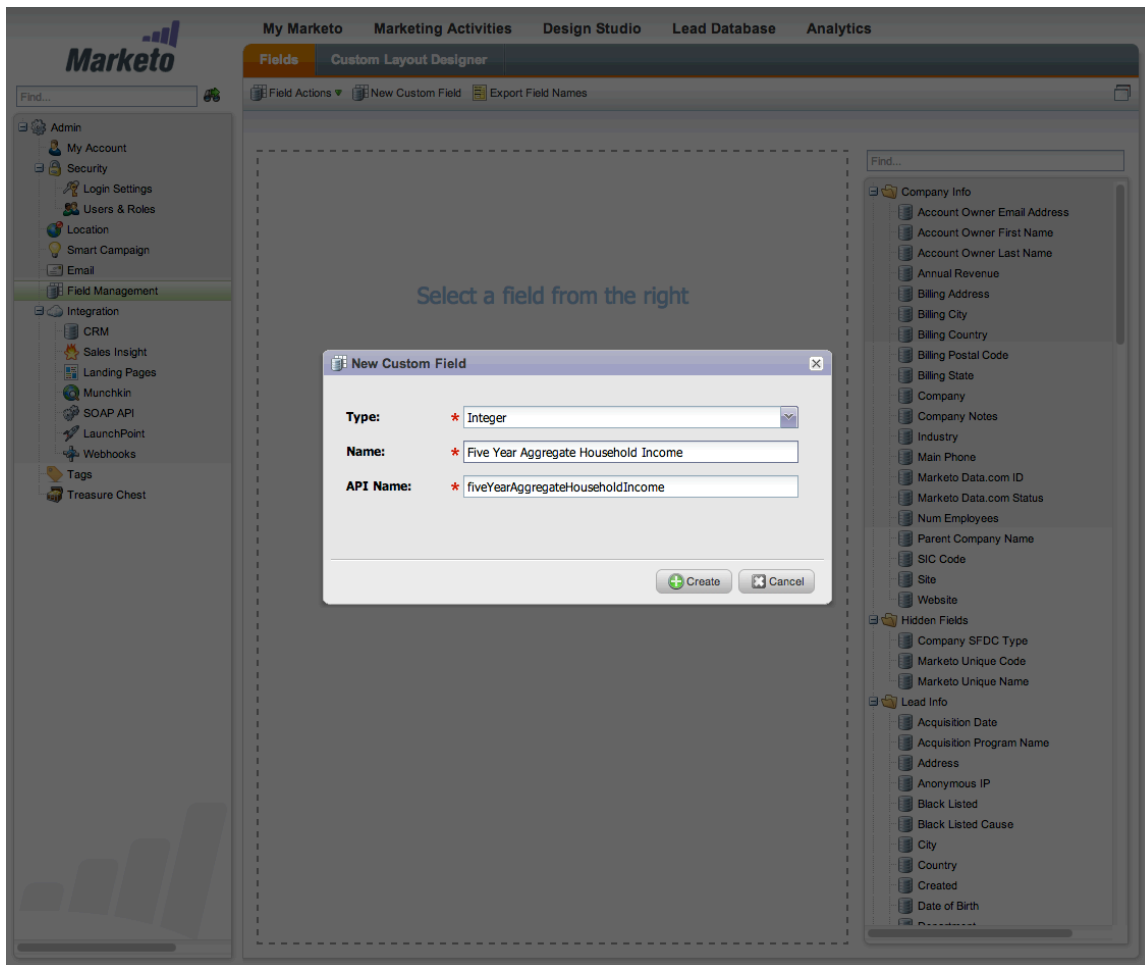
The screenshot shows the 'Urban Mapping Developer Center' website. The navigation bar includes 'Developer Guides', 'API Reference', 'Data Catalog' (highlighted), and 'Support'. A search bar contains the text 'household income' and a 'Search' button. Below the search bar, there are links for '<< back to browse mode' and 'Search results'. The main content area shows search results for 'household income', displaying 1-10 of 1835 results. The results are sorted by 'Name A-Z' and 'Name Z-A'. The first three results are listed below:

- Five Year Aggregate Family Household Income, Households with Income \$200,000+**  
 umi.claritas\_demog.incempedu.agfhig200f  
 Five Year projection. Aggregate Family Household Income, Households with Income \$200,000+  
**Category:** Families, Households, Income  
**Publisher:** Nielsen Claritas
- Current Year Aggregate Household Income: Households with Income \$200,000+**  
 umi.claritas\_demog.incempedu.aghi\_g200c  
 Current Year Aggregate Household Income: Households with Income \$200,000+  
**Category:** Households, Income  
**Publisher:** Nielsen Claritas
- Current Year Aggregate Family Household Income, Households with Income < \$200,000**  
 umi.claritas\_demog.incempedu.agfhi200c  
 Current Year Aggregate Family Household Income, Households with Income < \$200,000  
**Category:** Families, Households, Income  
**Publisher:** Nielsen Claritas

On the left side of the search results, there are filter options for 'Categories' and 'Publishers'. The 'Categories' filter includes: Income (1701), Households (1284), Householders (872), Adults (386), Older People (309), Whites (174), and Hispanic Origin (133). The 'Publishers' filter includes: Nielsen Claritas (1381), GeoLytics Inc (282), and United States Census Bureau (168).

An example of individual indicators from the data catalog search results.

**Step 2:** On the Marketo administration page, create custom fields that correspond to the indicators you wish to use. If your leads are not already geocoded, be sure to create custom fields to hold latitude and longitude.



An example of a custom field for appending information to leads.

**Step 3:** Create a webhook in Marketo to populate the custom fields you have created. The Mapfluence Developer guide can assist you with the syntax necessary for the requests you wish to make.

The screenshot shows the 'Urban Mapping Developer Center' website. It features a navigation bar with 'Developer Guides', 'API Reference', 'Data Catalog', and 'Support'. A sidebar on the left lists various guides: 'Getting Started', 'Mapfluence Data Structure', 'Grammar of Mapfluence', 'Geocoding Guide', 'Neighborhood & Transit', 'Geolookup Guide', 'Geomods Guide', 'Make a Map', and 'Sample Queries'. The main content area displays a sample API call: `http://query.mapfluence.com/2.0/<APIKEY>/geocoder.json?city=Washington&admin1=DC&street_na`. Below this, there are sections for 'Geocoding Guide' and 'Geocoder Structured Address Call' with explanatory text and a 'Try it Out' button.

Mapfluence Developer Guide for geocoding requests.

The screenshot shows the Marketo user interface. The top navigation bar includes 'My Marketo', 'Marketing Activities', 'Design Studio', 'Lead Database', and 'Analytics'. The 'Webhooks' section is active, showing a configuration for a 'mapfluence' webhook. The 'Details' section includes:
 

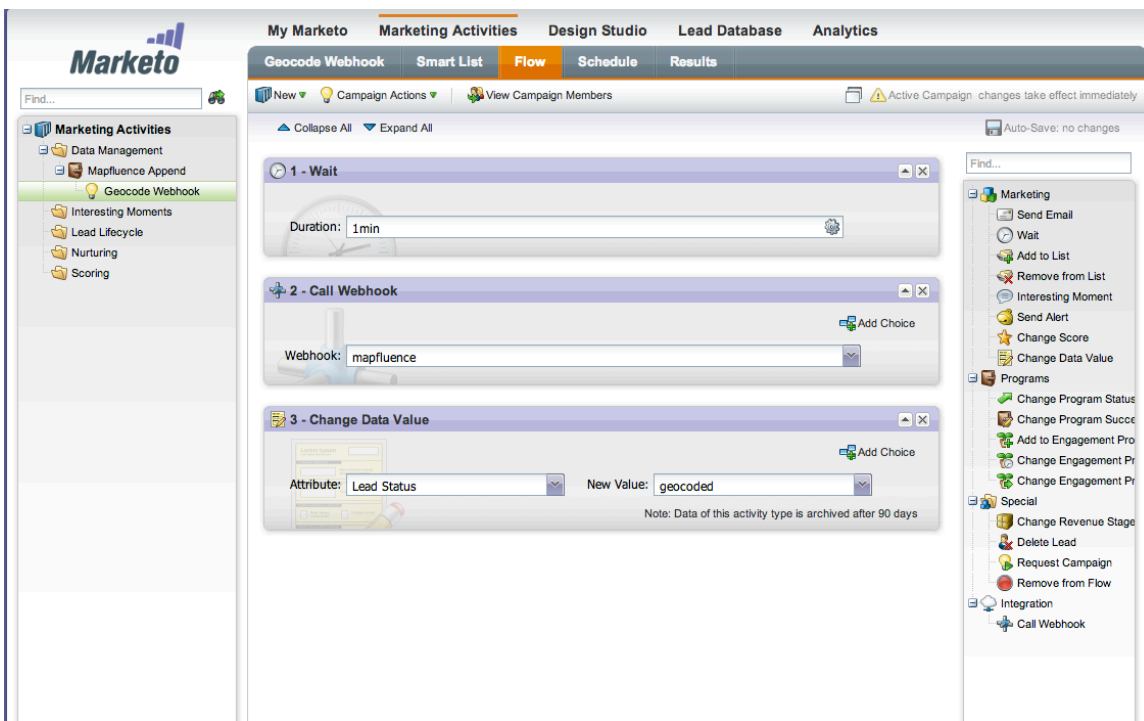
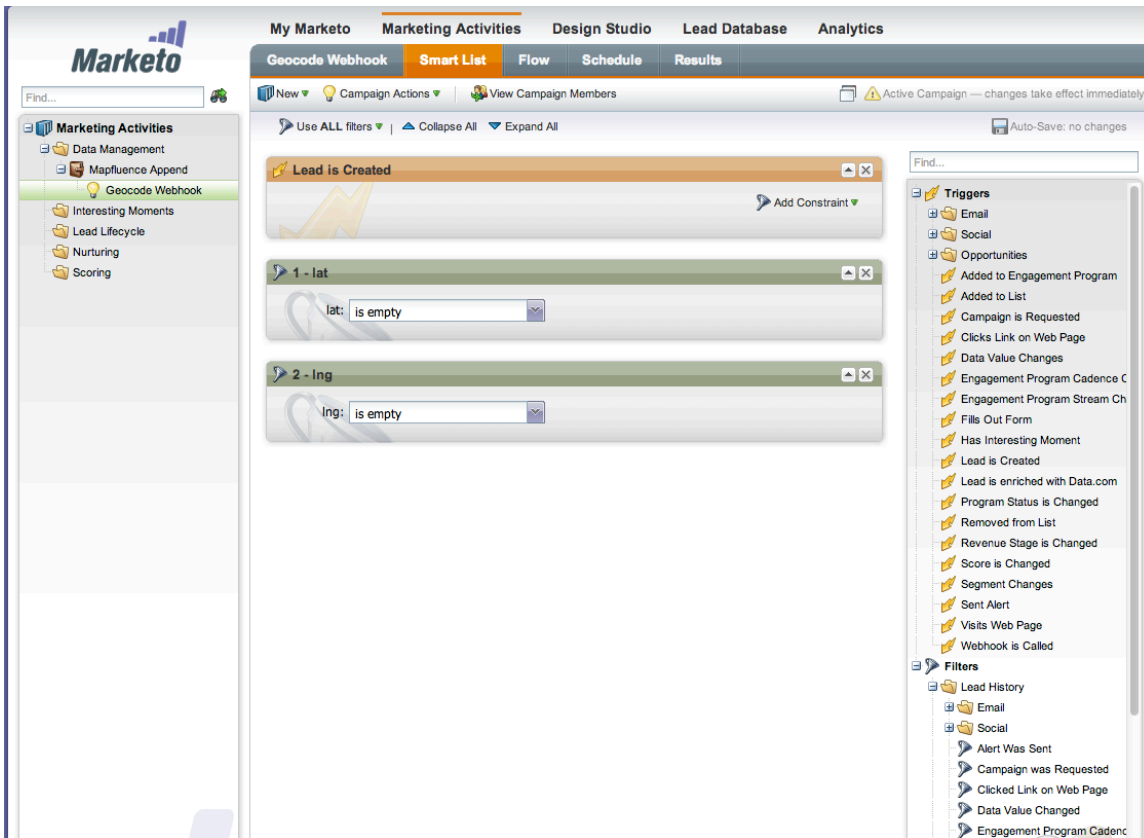
- URL:** `http://query.mapfluence.com:80/2.0/KEY/geocoder.json?address={{lead.Postal Code:default=00000}}`
- Payload Template:** (empty)
- Request Token Encoding:** URL
- Request Type:** GET
- Response Format:** JSON
- Used By:** 1

 The 'Response Mappings' section shows a table mapping response attributes to Marketo fields:
 

Response Attribute	Marketo Field
lat	lat
lon	lng

An example webhook that populates latitude and longitude for a lead.

**Step 4:** Configure a smart campaign to use the Mapfluence webhook to append information to a lead based on the criteria that you specify.



An example of a smart campaign that appends the latitude and longitude of a user to their record upon creation.